



USDA Weekly Retail Turkey Feature Activity

Fri. Nov 11, 2005

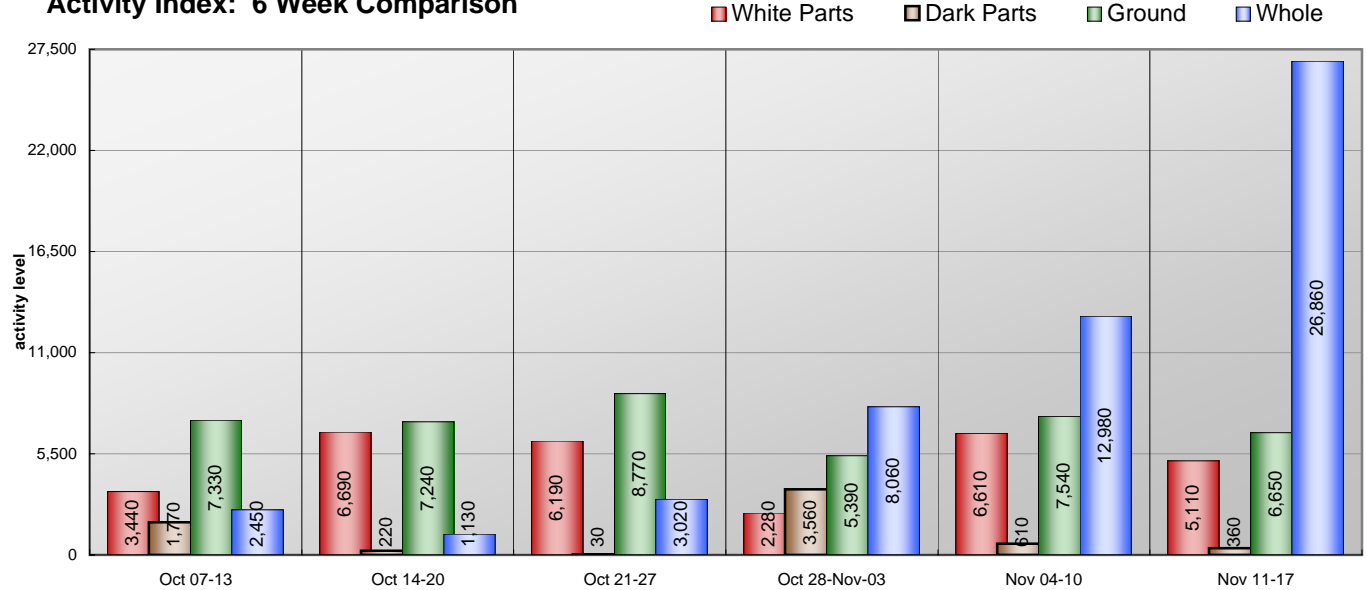
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/11 thru 11/17.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	69.9% of 16,700 outlets		55.7% of 16,700 outlets	
Special Rate 4/	11.8%		12.7%	
Activity Index 2/	38,980		27,740	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	840	1.27	450	1.19
" - Toms	640	1.20	100	0.99
Frozen - Hens	12,630	0.75	6,660	0.72
" - Toms	12,750	0.73	5,770	0.66
PARTS:				
Breast:				
Bone-in, whole				
Fresh	260	2.72	40	1.99
Frozen	2,220	1.39	850	1.50
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	70	3.99	30	3.99
Rotisserie	30	7.99	3,010	7.00
Boneless, whole				
	60	3.49	110	3.86
Cutlets	1,420	3.96	1,190	4.35
Strips	430	4.21	290	3.99
Tenders	620	3.88	1,090	3.72
Drumsticks				
	140	1.59	160	1.29
Thighs				
	140	1.59	160	1.29
Wings				
Necks				
Smoked Drumsticks	70	1.59	60	1.46
Smoked Wings	10	2.29	190	1.46
Smoked Necks			40	1.39
GROUND TURKEY:				
	6,650	2.66	7,540	2.72
Patties	360	2.50	970	2.52
Sausage	1,950	2.39	1,480	2.33
85% lean	1,160	1.71	470	1.57
93% lean	1,590	2.17	2,420	2.30
Breast	1,590	4.19	2,200	3.79

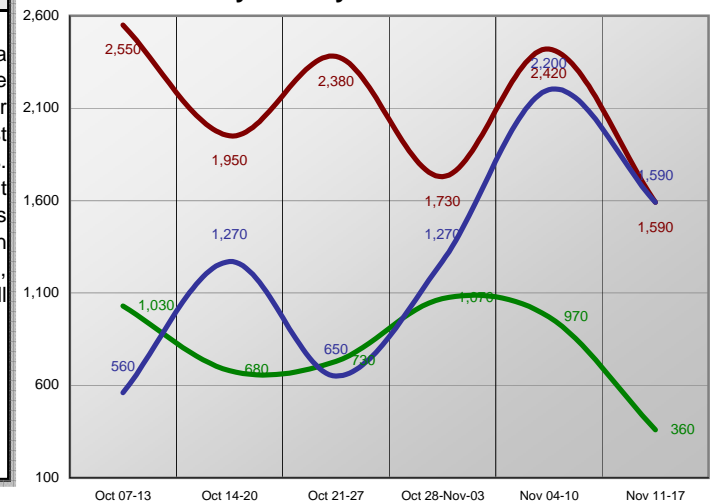
Activity Index: 6 Week Comparison



Turkey Featuring - 11/11 thru 11/17

Feature activity for turkey is up considerably this week, lead by a two-fold increase in the amount of advertising for frozen whole turkeys as the Thanksgiving demand period begins. Ad prices for frozen birds were about steady to firm with \$0.29 again the lowest advertised price per pound for a frozen bird free of restrictions. Features of fresh birds were limited at this point of the month but began to increase late in the ad cycle as stores begin to switch ads to fresh birds. Activity for cuts is concentrated primarily on frozen whole breasts and fresh breast cutlets. Ground turkey featuring, while down from last week, is more evenly distributed across all types at mostly firm to higher ad prices.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	73.0% of 8,200 sampled outlets 11.8% of stores w/ no-price promotions Activity Index = 22,190			60.0% of 4,900 sampled outlets 7.3% of stores w/ no-price promotions Activity Index = 6,780			75.9% of 3,600 sampled outlets 18.0% of stores w/ no-price promotions Activity Index = 10,010		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.79 - 1.69	730 1.21		1.69	110 1.69				
" - Toms	0.79 - 1.69	530 1.10		1.69	110 1.69				
Frozen - Hens	0.29 - 1.29	6,680 0.77		0.37 - 1.29	2,320 0.83		0.38 - 1.29	3,630 0.67	
" - Toms	0.29 - 1.29	6,890 0.77		0.33 - 1.19	2,370 0.80		0.33 - 1.19	3,490 0.62	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.29 - 2.99	260 2.72							
Frozen	0.79 - 1.99	1,530 1.25		0.79 - 2.19	540 1.73		0.79 - 1.59	150 1.54	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	3.99	70 3.99							
Rotisserie							7.99	30 7.99	
Boneless, whole	3.49	60 3.49							
Cutlets	3.49 - 4.54	1,110 3.96		3.99	50 3.99		3.99	260 3.99	
Strips	4.54	170 4.54					3.99	260 3.99	
Tenders	3.49 - 3.99	320 3.78					3.99	300 3.99	
Drumsticks	1.59	140 1.59							
Thighs									
Wings	1.59	140 1.59							
Necks									
Smoked Drumsticks	1.39	30 1.39		1.39 - 2.29	40 1.74				
Smoked Wings				2.29	10 2.29				
Smoked Necks									
GROUND TURKEY:									
Patties	2.50 - 2.59	320 2.53		1.99 - 2.50	40 2.25				
Sausage	1.99 - 2.50	620 2.12		2.10 - 2.50	440 2.32		2.40 - 2.79	890 2.63	
85% lean	1.29 - 2.49	890 1.71		1.69	270 1.69				
93% lean	1.99 - 2.96	970 2.21		1.90 - 2.00	460 2.00		2.40	160 2.40	
Breast	3.69 - 4.59	730 3.91		3.19	20 3.19		3.99 - 4.80	840 4.47	

Note: See page 1 for explanatory notes.